

National Preparedness Month 2011

This September: A Time to Remember. A Time to Prepare.

National Preparedness Month is the Federal Emergency Management Agency's (FEMA) annual campaign to encourage Americans to take steps to prepare for emergencies in their homes, schools, organizations, businesses, and communities. National Preparedness Month is sponsored by FEMA's *Ready* Campaign in partnership with the Citizen Corps, FEMA's grassroots strategy to bring together government and community leaders to involve all citizens in emergency preparedness planning. The goal for this September's National Preparedness Month is to turn awareness into action by motivating all Americans to make and practice an emergency plan. FEMA relies on federal, state, and local partnerships and its Coalition Members to help bring this call to action to all communities throughout the U.S. During National Preparedness Month, the private sector entities can take steps, large and small, to increase the preparedness of businesses, employees, customers or communities

National Preparedness Month Coalition

Sign up to be a National Preparedness Month Coalition Member! Coalition Membership is easy, free, and important and is open to all individuals, businesses and organizations. Register your business or organization at community.fema.gov. As a member, you'll have access to tons of information and ready-to-use templates and messaging, including the ability to connect with the thousands of other members across the country. Help us encourage everyone, all of your member companies, their employees, and affiliated organizations to sign up at community.fema.gov. Here are a few easy ways to participate as a Coalition Member:

✓ **Leverage Existing Events**

Participate in events and meetings that already exist within your community. Work with the local chamber of commerce, professional networking events, and business conferences to incorporate preparedness into meetings and events. Encourage your chamber of commerce to invite a representative available to talk to your business and pass out information. Be sure to post your preparedness activity at community.fema.gov to help others in your community find you.

✓ **Host an Event, Meeting, or Workshop**

Host an event, such as a preparedness workshop, day, or fair. You may even consider doing a tour of "lunch and learns" for your business. You could invite a local first responder to talk or consider asking the American Red Cross to give CPR training at your business. Be sure to post your preparedness activity at community.fema.gov.

✓ **Be Part of a Much Larger Event or Initiative**

Individuals want to be part of something bigger. For example, September 11th is now an annual day of service and this year will mark the ten year anniversary of the terrorist attacks. Since fire and EMS were a critical part of the 9/11 response, you might consider doing a preparedness event for this year's annual day of service. Be sure to post your event both on 911dayofservice.org and community.fema.gov so people in your community can find you.

✓ **Spread the Preparedness Message**

Include preparedness messaging in existing forms of communications, such as emails, websites, blogs, social media, newsletters, and even as bill stuffers. Once you're signed up as a Coalition Member, you will have access to ready-to-use messaging that you can use or customize.

Available Resources

- ✓ Community.fema.gov. Join us as a National Preparedness Month Coalition Member where you will have access to ideas and ready-to-use messaging, including press releases, posters, graphics, web banners, social media messaging, articles, best practices from 2010, and much more.
- ✓ Ready.gov. Ready has resources such as checklists and different information tailored to specific groups of people, including kids, businesses, and those with access or functional needs.
- ✓ CitizenCorps.gov. Citizen Corps is a national network of state, local, and tribal Citizen Corps Councils who work to bring preparedness programs and carry out local strategies to involve government, community leaders, and citizens in all-hazards preparedness and resilience.
- ✓ ReadyRating.org. The American Red Cross Ready Rating Program helps organizations take the necessary steps to become prepared to respond to and successfully withstand a disaster and other emergencies.
- ✓ USFA.dhs.gov. The U.S. Fire Administration is an entity within FEMA that provides national leadership to foster a solid foundation for our fire and emergency services stakeholders in prevention, preparedness, and response.
- ✓ NFPA.org. The National Fire Protection Association advocates for fire prevention and is the leading source on public safety, providing and advocating consensus on codes and standards, research, training, and education.
- ✓ ShakeOut.org. Across the country, states are participating in this earthquake drill. Check the site to see if there is a ShakeOut coming to your community.
- ✓ GreatHurricaneBlowout.org. The Great Hurricane Blowout is lead by the Federal Alliance for Safe Homes, Inc., or FLASH, to help families get ready for hurricane season. Check the site for future events happening in your community.
- ✓ Safekids.org. Safe Kids USA is a nationwide network of organizations working to prevent unintentional childhood injury, the leading cause of death and disability for children ages 1 to 14. Safe Kids USA educate families, provides safety devices to families in need, and advocates for better laws to help keep children safe, healthy, and out of the emergency room.

For more information and ideas, contact NPM@fema.gov.